

Tourism Board Meeting
April 13, 2006
City Hall Conference Room

Board Members Present: Jimmy Farlow, Tim Mantooth, Lawrence McFall, Sarah Latham, Wayne Oakes and Dale Castiglione

Board Members Absent: Laurie Moran, Phil Mays and Anil Patel

Others in attendance: Bill Sgrinia, Rosalee Maxwell and Julie Allen

Lawrence McFall called the meeting to order.

Jimmy Farlow moved to approve the minutes of the March meeting, Sarah Latham seconded. Motion passed.

Committee Reports:

Communications Committee: The main focus is on See America Week, May 13-21. Representatives from the committee will participate in an upcoming edition of the City Manager's Report. The committee is working to strengthen relationships with media (local and regional). Ticket sales for the Harvest Jubilee Concert Series are steady. Destination: Danville is coming out on a quarterly basis starting in June.

History Committee: A subcommittee met to follow up on the request by DRHTA to determine Danville's historic assets and their value to tourism. The subcommittee has located a substantial amount of research material that will form the basis of its report to DRHTA. APVA Preservation Virginia and the National Trust for Historic Preservation are planning to send representatives to Danville on May 25. These representatives wish to meet with a variety of people in the city (council members, city administration, etc.) to discuss the value of Danville's historic assets, programs available to help the city's preservation efforts, and the economic benefits that the preservation and promotion of Danville's history/historic assets can generate.

Hospitality Committee: There was good attendance for the DRHTA quarterly meeting on March 23, which host speakers Steve Galyean and Sandra Tanner from Virginia Tourism Corporation Tourism Product Development. The group is finalizing plans to participate with See America Week.

New Business –

- The Langhorne House received the US rights to publish three books pertaining to the history of the Langhorne and Astors.

- The Historic Murals of Danville committee will be hosting a plaque dedication for the Old 97 mural.
- Racin' and Tastin' the fundraiser for Festival in the Park/Pigs in the Park was a sell out. More corporate tables and more individuals participated over last year.
- The Danville Science Center and the Danville Department of Parks, Recreation and Tourism are researching grants to fund the plan development of interactive exhibits along the Riverwalk Trail.
- DCC is coordinating a half marathon for September 9; the event's second year. There is also a concert that evening so packages to encourage multiple overnight stays are being developed.
- There was discussion about a meals tax increase.
- Upcoming events: Apr 15 - Easter egg hunt at Owen Farm; Apr 21-23 - Grand-Am at VIR; Apr 22-23 - Home Expo; Apr 22 - Butterfly Station and Garden opening, Danville Wine Festival; Apr 25 - "Gentlemen Prefer Blondes"; Apr 27 - VA Garden Week tours in Danville; Apr 28-30 - ATVA Motocross GNC National at Birch Creek; Apr 28 - "Let's Make a Circus" (Children's Theatre of Danville); Apr 29 - Art on the Lawn at Danville Museum of Fine Arts & History; Apr 29-30 - Tank Museum Military Extravaganza; May 5 - Friday at the Crossing; May 6 - Opening day at the Farmers Market, Philip Wyatt Skate Park Contest

Meeting adjourned.

Please note the change of location.

The next Tourism Board meeting will be held on May 11, 2006, at 3:30 p.m. in the Downtown Danville Association Conference Room.